



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN  
**UNIVERSITAS SYIAH KUALA**  
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## ELECTRONIC THESIS AND DISSERTATION UNSYIAH

### TITLE

DAMPAK COUNTRY OF ORIGIN TERHADAP PERCEIVED PRICE DAN DIMENSI BRAND EQUITY PEMAKAI SEPATU MEREK ADIDAS DAN NIKE DI KOTA BANDA ACEH

### ABSTRACT

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Tujuan dari penelitian ini adalah untuk mengetahui pengaruh country of origin terhadap perceived price dan dimensi brand equity. Teknik pengambilan sampel yang digunakan yaitu accidental sampling, dengan sampel sebanyak 100 pemakai sepatu merek Adidas dan Nike di Kota Banda Aceh. Teknik analisis dalam penelitian ini menggunakan analisis linear sederhana. Hasil penelitian menunjukkan bahwa country of origin berpengaruh signifikan terhadap perceived price dan dimensi brand equity.

Kata Kunci: Country of Origin, Perceived Price, Perceived Quality, Brand Awareness, dan Brand Loyalty

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This study aims to determine the effect of country of origin on perceived price and dimension of brand equity. The sampling technique used is accidental sampling, with a sample of 100 users of Adidas and Nike brand shoes in Banda Aceh. Analytical technique in this study using simple linear analysis. The results showed that country of origin significant effect on perceived price and dimension of brand equity.

Keywords: Country of Origin, Perceived Price, Perceived Quality, Brand Awareness, and Brand Loyalty